

\*\*\*\*\* AUG24/12 17.47 \*\*\*\*\*

20

[illegible]

REP HEADLINE# 1107 41  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG24/12 17.47  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12			17550.00									
CONTRACT TOTAL 17550.00												
TOTAL SPOTS 11												

MARKET TOTALS \$47,650 WFLA 37% WFTS 10% WTSP 9% WTVT 44% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%  
 ACCURATE SHARES  
 SVC- NSI BOOKS- AUG/PJ  
 DEMOS- RA65+\*

REP HEADLINE# 0137841  
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
\*\*RECAP\*\* AUG27/12 10.49  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/C MACK/R/SEN/FL  
AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES

566 SOUTH ROUTE 303

BLAUVELT, NY 10913

REP. # OFF. # SALESMAN #

BUYER NAME MARIANNE CAMPBELL

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6297841

CLASS: NATL. LOCAL REGIONAL

PRDCT FRIENDS/CONNIE MACK EST#426 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG28/12 SEP2/12 WK-1

CITY TAX STATE TAX

CO-OP BILLING NEEDED

DATE AUG27/12 10.49

REP: REVISION

UPDATED ACCURATE AGY CODE  
UPDATED ACCURATE EST. #  
TTL SAME  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
FRIENDS OF CONNIE MACK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			500P-530P	30		\$850.00	8/28	8/29	2		TU-W	2
PROGRAM : 5P NEWS												
RA65+ : 5.0												
2			530P-600P	30		\$925.00	8/30	8/31	2		TH-F	2
PROGRAM : 530P NEWS												
RA65+ : 5.0												
3			600P-630P	30		\$2,000.00	8/28	8/31	4		TU-F	4
PROGRAM : 6P NEWS												
RA65+ : 8.0												

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 426

REP HEADLINE# 6297841  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG27/12 10.49  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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4			700P-730P	30		\$2,000.00	8/28	8/30	3		TU-TH	3
PROGRAM : 7P NEWS RA65+ : 7.0												

SEP/12 17550.00

CONTRACT TOTAL 17550.00  
 TOTAL SPOTS 11

MARKET TOTALS \$47,650 WFLA 37% WFTS 10% WTSP 9% WTVT 44% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

ACCURATE SHARES  
 SVC- NSI BOOKS- AUG/PJ  
 DEMOS- RA65+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

McLaughlin & Associates - NY  
566 South Route 303  
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL  
Submission Number 756 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Connie Mack/ R/ Senate/ FL	<b>Submission Cost:</b> 17550	<b>Campaign Ref:</b> E:120827002
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> / / 426	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/27/12 to 09/02/12	<b>Weeks:</b> 1	<b>Order Ref:</b> 06297841
<b>Est./PO Number:</b> 06297841	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Fmnds Of Connie Mack	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/27	Total	Cost
1	M-F 5p News TW....	04	850	30 Comme	Nbr of Spots	2	1700
2	M-F 530p News ...TF..	03	925	30 Comme	Nbr of Spots	2	1850
3	M-F 6p News TWTF..	02	2000	30 Comme	Nbr of Spots	4	8000
4	M-F 7p News TWT...	01	2000	30 Comme	Nbr of Spots	3	6000
<b>Weekly Totals:</b> Total Spots(Ord Spots)					11	11	

<b>Grand Totals</b>		<b>Month 9 Weeks: 5</b>	
<b>Totals</b>	Spots	11	11
	Cost	17550	17550

<b>Grand Totals:</b>	<b>Spots:</b> 11
	<b>Gross Total:</b> 17,550.00

Commission:	<u>2,632.50</u>
Net Total:	14,917.50